

DRAFT GOALS | LIBRARY STRATEGIC PLAN

Library Strategic Plan 2023-2028

Consistent themes that have risen to the top:

- Library as a community gathering place and space
- Library Education to increase awareness of library services
 - Marketing/Promotion
 - Need for information on technology
- Programs, Services and Community Events
- Diversity Equity and Inclusion (this was not from public input but something that Library staff feel is very important to infuse into the plan)
- Convenient access

Goals: Long term targets

Objectives: Clear, measurable, and specific actions

Strategies: The way to accomplish objectives

Tactics: “Drill down” level that will be assigned to work teams by Library Management

Goal #1: Increase Library service access for the community.

1.1 Establish collection access outside of library branches (Success = Circulation at these points increases total circulation by 5%)

1.1.1 Utilize Hold-it lockers in the community to extend collection reach

1.1.2 Pilot 2nd Chance Collection

1.2 Ensure quality of library collection (Success = doing an annual review that shows collection meets/exceeds industry expectations)

1.2.1 Participate in reciprocal borrowing

1.2.2 Submit decision packages annually to address collection

1.3 Reallocate library programming to meet community where they are (Success = Programs reach attendance levels of 50% or more of in building programs)

1.3.1 Conduct regular program evaluations to determine needs

1.4 Increase the accuracy and accessibility of the library catalog (Success = Run periodic audits through focus groups for increasing performance success – will need baseline)

1.4.1 Audit existing catalog for barriers

1.4.2 Investigate and implement a discovery layer

1.5 Involve the Library system in Bond 2019/CIP projects to strengthen library presence (Success = Library presence is secured in one Bond project)

Goal #2: Ambitiously Educate the Community about Scottsdale Public Library

2.1 Improve the Library website (Success = Track website usage experience with simple survey and compare results to current website)

2.1.1 Build and expand the website to include more interactive functionality

2.1.2 Create a new system for timely website updates

A. Advocate for increased library staff access

2.1.3 Build a direct relationship with City IT

2.2 Actively explore new ways to educate the public about library service (Success = annually produce two innovative proposals with implementation of one pilot project)

2.2.1 Engage community stakeholders to further library education efforts

2.2.2 Develop a marketing series that targets unknown services the library provides.

2.2.3 Find new spaces to promote and educate the public

A. Submit articles to local newspapers

2.3 Establish an identity for Scottsdale Public Library (Success = hard to measure but Senior team working on)

2.3.1 Collaborate with Marketing and Graphics team to strengthen library Identifiers

2.3.2 In partnership with Marketing and Graphics team, develop a social media personality presence.

2.3.3 Ensure all library communication is consistent and reflects SPL personality

Goal #3: Invest in Library staff development and involvement

3.1 Evaluate and implement new development programs for all levels of library staff
(Success = Establish a baseline and increase employee participation and obtain feedback on effectiveness with the goal of 90% satisfaction rate)

3.1.1 Solicit feedback from library staff on areas of interest and needs relative to training.

3.2 Increase cross departmental and/or Community Services division-wide work
(Success = working on)

3.3 Provide support on career advancement in the library profession (Success = offer survey to gain library staff input on success)

3.3.1 Create a career support page on SharePoint

Goal #4: Boldly innovate Library services for the future

4.2 Support risk taking pilot ideas for *all levels of library staff* (Success = obtain and recognize two innovative ideas from library staff)

4.2.1 Create a formal award for staff-produced proposals

4.2.2 Develop pathway for idea pilot submissions

4.3 Invest in new technologies to provide new services (Success = introduce three new services over the course of the plan)

4.3.1 Implement Patron Point – patron engagement software

4.4 Reimagine library programming (Success = 90% satisfaction from library program user surveys)

Goal#5: Infuse DEI into Library Work and Culture

5.1 Review existing policies and procedures to ensure DEI is fully incorporated into library service (public and internally) by February 2024. (Success complete policy/procedure review by 2024)

5.1.1 Review job posts: in language, requirements, and posted areas.

5.2 Address, train and support staff in the area of Diversity Equity and Inclusion
(Success = offering at least two development opportunities annually)

5.2.1 Identify authentic and non-traditional training opportunities

5.2.2 Empower staff to engage in safe dialogue, create safe spaces and advocate for their member groups and others.

5.3 Assess library collection to determine current level of DEIB and determine DEIB goals for the collection in the future. (Success = obtaining a 90% rating on collection audit relative to DEIB)

5.3.1 Perform an annual audit on the collection

5.4 Review spaces, practices, messaging, and workflows (Success = working on it)